

QUALIFICATIONS PROFILE

Creative and versatile Graphic Designer with extensive experience in photography, writing, multimedia and print design. Enthusiastic team player with well-developed written and verbal communication abilities. Passionate and innovative creator of unique and individual projects. Results oriented and excels in deadline-driven environments. Creative experience in the following:

PRINT & PRODUCTION

Brochures and Newsletters
Flyers & Stationery
Logos & Business Cards
Signs & Advertising

WRITING

Newspaper Columnist
Ad Copy
Blogging
Scripting

AUDIO/VIDEO

Video Editing
Video Digitizing
Slideshows
DVD Marketing Design

PHOTOGRAPHY

Portrait & Scenic Photography
Retouching/Editing
Photograph Restoration
Digital Manipulation

EDUCATIONAL BACKGROUND

Multimedia Graphic Design Diploma (*Honors with Distinction*), 2005
NEW BRUNSWICK COMMUNITY COLLEGE, Miramichi, NB

TECHNICAL PROFICIENCY

Platforms:

Windows & Mac

Applications:

Adobe Creative Suite (Photoshop, InDesign, Illustrator)
Adobe (Macromedia) Dreamweaver, Flash
Scrivener
Microsoft Office

Articulate Storyline
Adobe Premiere, After Effects
Corel Draw

PROFESSIONAL EXPERIENCE

Freelance Photographer & Multimedia Graphic Designer

Miramichi, NB, 2000-Present

Product Knowledge: Successfully managed and coordinated graphic design projects from concept to completion. Excellent abilities in a broad range of creative design software, enabling production to the customers' exact specifications.

Client Skills: Worked closely with clients to create vision, conceive designs and consistently meet deadlines and requirements. Ensured customer satisfaction and managed all administrative functions.

Key Achievements:

- Collaborated in a team environment to develop and produce a Press Kit for ECMA winner Lennie Gallant.
- Successfully completed multimedia project for Region 7 Hospital's 'No Smoking' campaign.
- Contracted on a regular basis for both Event and Portraiture Photography

Writing

Bi-Weekly Columnist, *Little Pleasures* - Miramichi Leader/Weekend, Miramichi, NB, 2001-2003

Blogger, *Two Hearts & Two Wheels* – A personal diary of our plans for a nomadic lifestyle, 2016 – Present
<https://2heartsand2wheels.wordpress.com>

Blogger, *Echoes From the Attic* – Personal Blog, 2013 – Present
<https://kelleydelano.wordpress.com>

Contributing Writer, *The Underemployed Life* – A place to share stories, find solutions, and discuss ideas for a better future, 2016 – Present
<http://theunderemployedlife.com>

Multimedia Graphic Designer

I-Smart Technologies, Miramichi, NB, June 2005 - April 2006

Product Knowledge: Successfully translated subject matter and cultural references into concrete designs for newsletters and promotional materials. Created design themes and graphics for web pages, software (UI), marketing, sales presentations and training classes.

Team Skills: Participated in team effort to produce new software application used to streamline community data processing.

Key Achievements:

- Designed and implemented four interactive maps for the client's website, featuring data displays, topical information and live web links.
- Re-designed client's existing website, increasing traffic flow and business inquiries.
- Successfully met daily challenges and eagerly learned new techniques and applications to ensure client's needs were met and exceeded.

Copy Centre Lead

Staples, Miramichi, NB, December 2009 – May 2014

Product Knowledge: Designed, proofed and printed all manner of print media, including brochures, business cards, wedding invitations and wide-format printing. Advised on paper qualities and strengths, design layouts and presentations. Operated digital presses, folders, binders, laminators, cutters and stamp printers.

Sales Initiatives: Designed booths, display tables, posters and signage to feature monthly specials and in-store events. Developed contests and promotions to increase sales. Built a solid-based clientele of repeat Copy and Print Centre customers.

Key Achievements:

- Increased yearly sales in Copy and Print Centre by 15% over previous years.
- Was invited to send my in-store designs to other Staples stores in the Maritimes.
- Trained and oversaw 12 other Copy and Print Associates

Senior Graphic Designer

Carter's Sports Cresting, Amherst, NS, May 2014 – May 2015

Product Knowledge: Headed and managed Printing Division, in charge of all aspects of design and production. Designed, proofed and produced brochures, business cards, catalogues, calendars, information booklets, flyers, notepads and more.

Leadership Skills: Hired to initiate and establish the new Print Division, added to the company in early 2014. Trained and oversaw others in use of printing and production tools.

Key Achievements:

- Helped to establish a solid client base where none existed before.
- Developed advertising media to promote the new Print Division
- Assisted in the acquisition of several large clients, securing several annual accounts.

VOLUNTEER ACTIVITIES

Rogers Television – Interviewer for “One on One” series

Photographers for Haiti – Raised money for Haiti earthquake relief by offering family portraits for a small contribution

Bowl For Kids – Participate yearly with Staples team raising money for Big Brothers/Big Sisters

Special Olympics – Organized barbeques, mock jails and other events with staff from Staples

REFERENCES

Available upon request.